



B2B Brand & Content Specialists

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Peter Lowes
Managing Director

[Schedule a call](#)

The Potential Partners

PresentWorks

Present Works is the B2B brand and content agency that will make your business fulfil its potential. Together.

Trusted by



ansaldo



Being present, works.

Show up in the right places consistently
and you're always there at the right time.



Did you know only 5% of B2B customers are in market and ready to buy at any given time? Be front of mind when they're ready.



Showing up is step one.

Now it's about being the best
in your market at two*
important things.

*That's right. Just two.





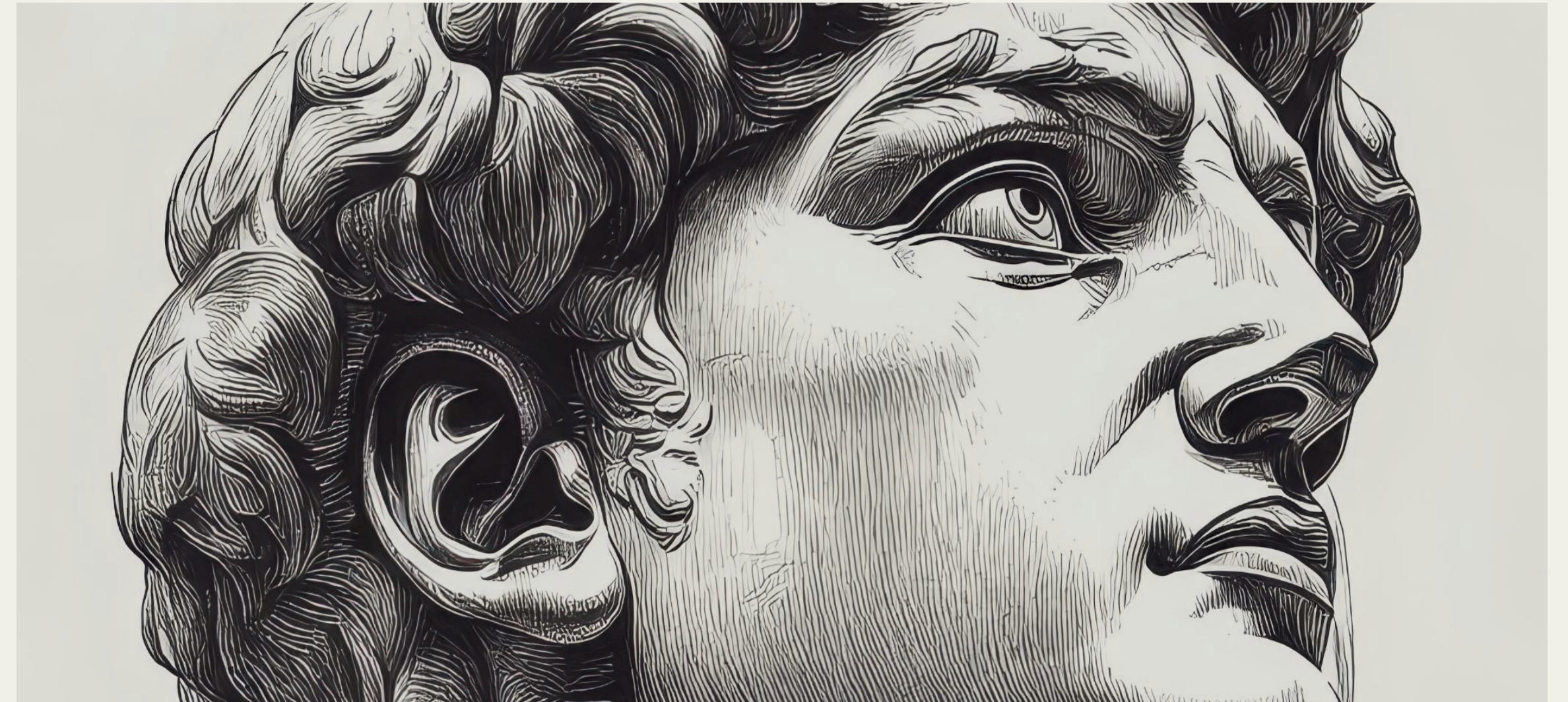
Brand Attraction

Memorability

Be impossible to forget. Demand attention, lead your audience and create a movement.



77% of marketing leaders say branding is critical to growth.



Customer Action

Compellingness

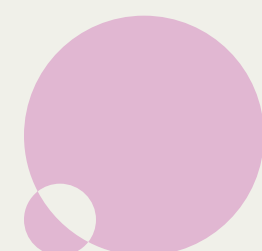
Be the 'no-brainer' decision. Command buying intent by resonating in the moments that matter.



On average, B2B buyers engage with 13 pieces of content before making a purchase decision.

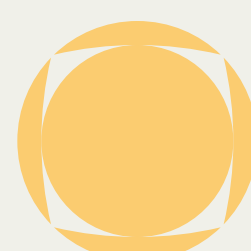


Expertise



Brand Evolution

Take your brand on the next step of its journey with a proposition that cuts through, visuals that stand out, and a consistent story that customers can believe in.



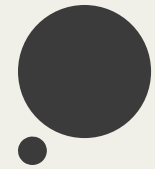
Campaigns & Content

Engage your audience for longer and give them insights they'll cherish with thoughtfully crafted content that puts you at the forefront of the conversation.



Sales Enhancement

Develop hard-working sales tools and insights that make it infinitely easier to build genuine connections with prospects and close more deals with confidence.



Brand Evolution

You know your brand. We know branding.

Together, we'll ensure your vision is captured across all aspects of a stronger, more distinctive brand — and not just a new logo.

Dream big. Go bigger.

- ✓ Refine your proposition
- ✓ Create your new identity
- ✓ Galvanise your website
- ✓ Stand out in your market
- ✓ Tell your story

Audit & Strategy

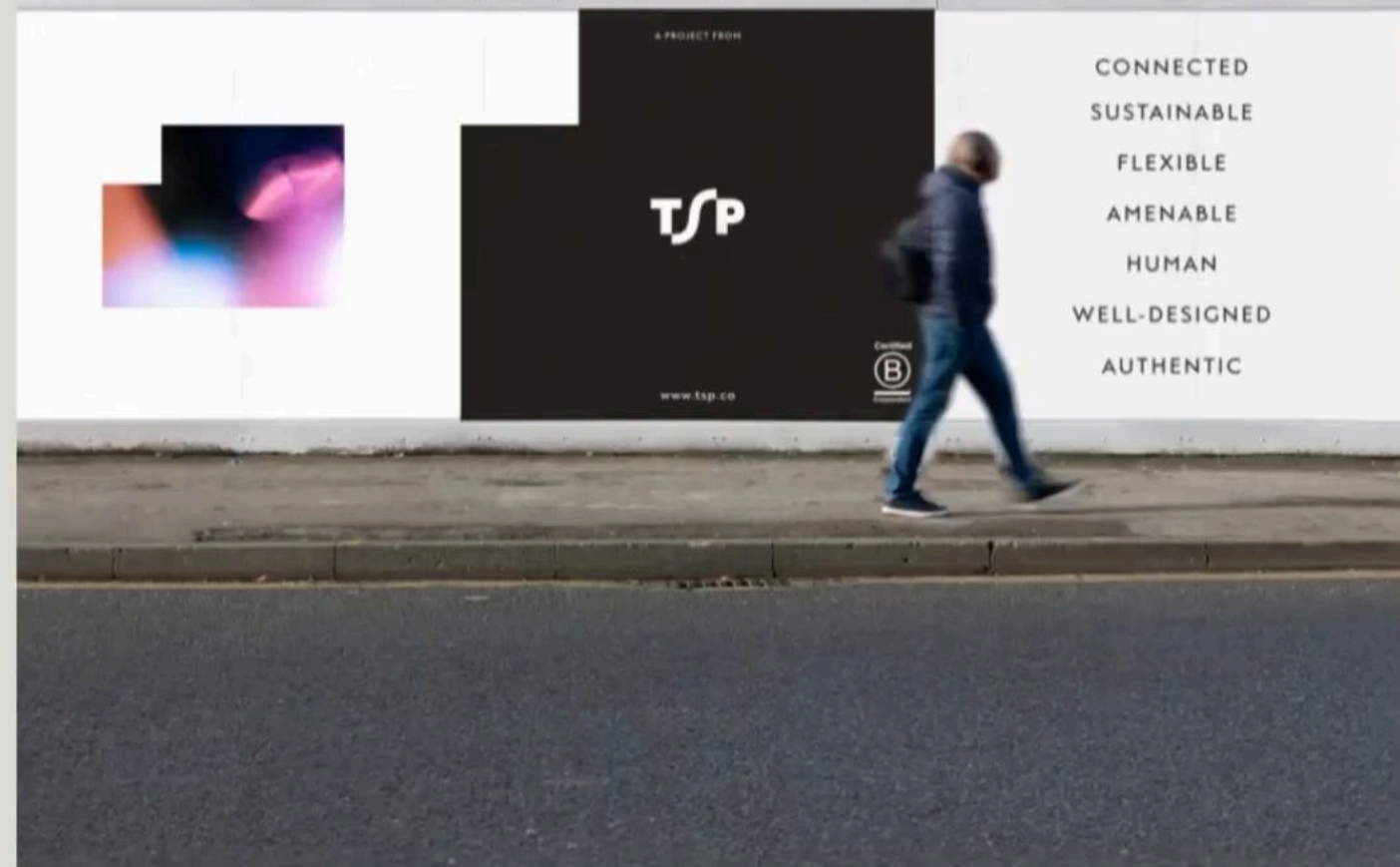
- Brand & Marketing Audit
- Competitor Analysis
- Brand Strategy Development
- Proposition Development

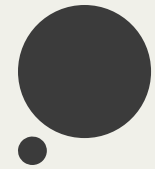
Identity & Assets

- Messaging Framework
- Verbal Identity
- Visual Identity Design
- Guidelines & Asset Banks

Brand Collateral

- Brand Identity Rollout
- Website Design & Build
- Brand Videos
- Brand Stationery
- Social & Email Templates





Campaigns & Content

Content isn't just the words on a page.

It's the hours of planning, creation, distribution and reporting that goes into crafting words with a meaningful (and measurable) impact.

Think smart. Say it smarter.

- ✓ Cut through the noise
- ✓ Build awareness
- ✓ Educate your audience
- ✓ Attract new leads
- ✓ Lead the conversation

Campaign Strategy

- Strategy & Planning
 - Content
 - Creative
 - Distribution
- Concepts & Ideation

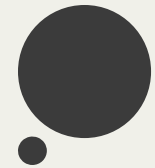
Channel Activation

- Organic & Paid LinkedIn
- Organic & Paid Search
- Email
- Retargeting
- Digital PR
- Podcast Placement

Content & Creative

- Social Media Content
- Lead Magnets
- SEO Content
- Press Releases
- Landing Pages
- Case Studies
- Animations
- Product Demos
- Tutorials & How-tos
- Motion Graphics





Sales Enhancement

Every sale is a story. A story that you tell from beginning to end, time and time again.

We're just here to help you tell it even better, across every touchpoint.

Work hard. Sell easier.

- ✓ Support your sales team
- ✓ Optimise across channels
- ✓ Elevate conversations
- ✓ Explore new opportunities
- ✓ Sell a consistent story

Training & Insights

- LinkedIn Training
- LinkedIn Optimisation
- Brand Alignment
- Reporting

Toolkit

- Sales Materials Audit
- Sales Decks
- Case Studies
- Product Sheets
- Email Content
- Brochureware
- Event Support

Account Based Marketing

- Account Research & Segmentation
- Personalised Content & Messaging
- Webinar Support
- Email Campaigns
- Customised Proposals
- Direct Mail





Process

The key to a successful project is staying completely present at every stage. We ask the right questions, work at speed and with great care, and never lose sight of the goal posts.

1 - Discover

Understanding your business, the vision you want to achieve, and the unique things we need to consider.

3 - Develop

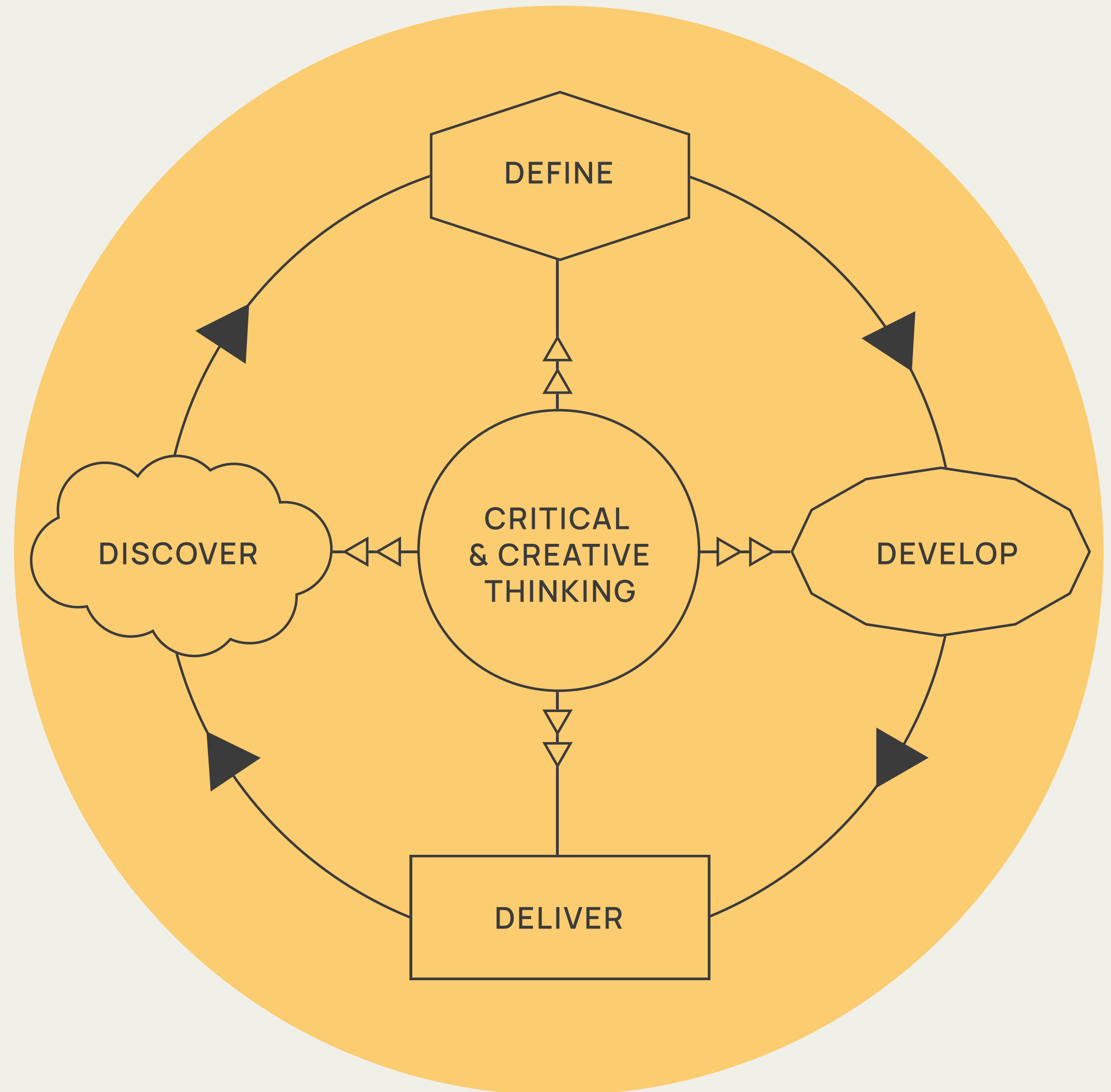
Focusing the minds of our content, creative and operational specialists to bring your vision to life. Fast.

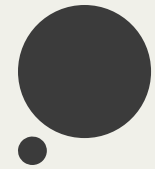
2 - Define

Crafting (and agreeing) a plan for achieving your vision, balancing creativity with proven ideas.

4 - Deliver

Sharing your vision with the wider world, in a way that your audience can't possibly ignore.





Who we're for

B2B Brand & Content Specialists



A passionate leader with something unique to say.

Looking to promote your business by starting interesting conversations.

Like Johnny McCord from Loadsure.

Then we'll turn you into the kind of thought leader that can't be ignored.



A big brand with too many spinning plates.

Looking to introduce a new workstream that goes above and beyond.

Like HSBC Global Research.

Then we'll take charge of it for you and get proven, quantifiable results.



An ambitious marketing manager in need of a team.

Looking to grow your business and increase leads across the board.

Like 4most.

Then we'll provide the specialist skills you need to achieve your vision.



A growing business with an unknown proposition.

Looking to elevate your brand and capture a hungry audience.

Like TSP.

Then we'll show you what it takes to make an impact in your market.



5 Reasons

Our promise

High-quality work, at speed, that's fairly priced?
They say you can't have all three. We beg to differ.

Our principles

Don't pay fees you didn't expect for services you don't need. We only suggest something if we know it's right, and we're honest about the cost.

Our partnership

We take the time to understand your sector, your business and your customers. We're your team, which means we're unlike any other.

Our philosophy

Our ability to ensure brands are present in the right places at the right time is what sets us apart, and the proof that our philosophy works.

Our people

No team has everything, but ours comes close. From SEO content to 3D animations, chances are we've got the exact skills you're looking for.



Getting started

Discovery Call

Understand your now and next

You either know what you need or you want to know your options. That starts with finding out where you are, and where you want to go.

[Book a discovery call](#)

Proposal Phase

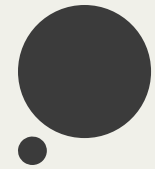
Making the right call, together

Based on your objectives, we'll present a clear strategy for taking you there, with clear timelines and costs to build a vision we're both proud of.

Kick Off

Getting ready for action

We'll set our plan in motion, introducing our wider team to yours and ensuring we're all singing from the proverbial hymn-sheet.



- ✓ 4+ years of partnership
- ✓ Brand Evolution
- ✓ Website Design & Build
- ✓ Integrated Campaigns

“The Present Works team provided expert consultancy to Loadsurance - carefully guiding us through the process of discovery, design and implementation.

The team strive to educate themselves on our unique business and constantly making intelligent recommendations on refinements ongoing.

They are an integral partner to Loadsurance.”



Joe Walker

Global VP of Marketing @ Loadsurance



Presenting 4most as the sector specialists they are

Brand

Campaigns

Sales collateral



4most were the best at what they did. But they didn't look like it, and they didn't sound like it either. We reimagined key aspects of their brand with a refined proposition that Tier 1 stakeholders couldn't possibly ignore.

Carving out a brand new category for Loadsure

Brand

Content

Strategy



Loadsure had pioneered a new technology that would revolutionise the cargo insurance market. With our help, they now own a distinct category called "holistic freight protection," with unparalleled brand assets and leading insights.

Your team

Research & Strategy

The people who ask “why?” Long-term thinkers who guide you to the right decisions.

Distribution & Analysis

The optimisers. Data specialists who dive into the details so you can cause the biggest impact.

Content & Creative

Wordsmiths. Artists. Rule-breakers. The people who bring ideas to life and demand attention.

Operations & Service

Your biggest advocates. The people who keep your projects running like clockwork throughout.



About us

We came to B2B marketing because we hated it.

That'll do brands. Short-term plans. Isolated fads. Sure, they get the job done quick and cheap, but they won't help a business realise its potential.

We believed that, by leveraging the kind of personality and creativity usually reserved for the B2C world, B2B brands could craft more meaningful connections with their customers.

And we still believe it six years later.

With bases in Leeds and London, we're profoundly proud of the thoughtful team we're building, and the businesses who've come to share our vision.





Want free perspective?



Peter Lowes Managing Director

Got an idea brewing? Let's talk about turning it into a fully fleshed-out plan, and what you need from us to bring it to life.

[Schedule a call](#)

[View LinkedIn bio](#)



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With thanks.

Presentworks